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A coated wire frame member and method for its use as a reinforcing member in a brim of a hat includes a wire frame and a coating encapsulating the wire frame. The coated wire frame member may be a welded or woven wire mesh or a plurality of wires forming a frame shaped like the brim. The wire frame member may be made from substantially malleable, ductile, non-elastic metals and alloys, such as stainless steel. The coating is at least one thermoplastic resin, such as polyethylene. The coated wire frame member may be used in many applications including in the brim of a hat to enable its repeated reshaping and reformation.